

## CLAIMS

Having described the invention, that which is claimed is:

1. A method of doing business comprising the transfer of goods from a licensor to a licensee wherein the goods are transferred by means of a license having terms wherein the license reserves some or all of the intellectual property rights in the goods to the licensor and wherein the licensee is prohibited from using the goods to develop any new intellectual property by the terms of the license.
2. The method of claim 1 wherein the goods are claimed in one or more patents.
3. The method of claim 2 wherein the license may be assigned by the licensee to a first assignee.
4. The method of claim 3 wherein the license may be further assigned by the first assignee to a second assignee.
5. The method of claim 4 wherein the license may be further assigned by the first assignee to a second assignee.
6. The method of claim 5 wherein the goods are claimed in one patent.
7. The method of claim 6 wherein the license may be assigned by the licensee to a first assignee.
8. The method of claim 7 wherein the license may be further assigned by the first assignee to a second assignee.
9. The method of claim 2 wherein the goods are claimed in more than one patent.
10. The method of claim 9 wherein the license may be assigned by the licensee to a first assignee.

11. The method of claim 10 wherein the license may be further assigned by the first assignee to a second assignee.

12. The method of claim 2 wherein the term of the instrument expires prior to or concurrently with the term of the patents.

13. A method of doing business comprising the transfer of goods from a transferor to a transferee wherein the goods are transferred one or more times by means of an instrument selected from the group consisting of contracts, leases or licenses, said instrument having terms wherein the instrument and all subsequent instruments transferring said goods reserve some or all of the intellectual property rights in the goods to the transferor and wherein the transferee is prohibited from using the goods to develop any new intellectual property by the terms of the instrument.

14. The method of claim 13 wherein the goods are the subject of one or more claims of one or more patents.

15. The method of claim 14 wherein the instrument is a license.

16. The method of claim 15 wherein the license may be assigned.

17. The method of claim 14 wherein the instrument is a contract.

18. The method of claim 17 wherein the contract may be assigned.

19. The method of claim 14 wherein the instrument is a lease.

20. The method of claim 19 wherein the lease may be assigned.

21. The method of claim 16 wherein the license may be further assigned.

22. The method of claim 18 wherein the contract may be further assigned.
23. The method of claim 20 wherein the lease may be further assigned.
- 5 24. The method of claim 14 wherein the term of the instrument expires prior to or concurrently with the term of the patents.
- 10 25. A method of doing business comprising the transfer of goods from a transferor to a transferee wherein the goods are transferred one or more times by means of an instrument selected from the group consisting of contracts, leases or licenses said instrument having terms wherein the instrument and all intervening instruments reserve some or all of the intellectual property rights in the goods to the transferor and wherein the transferee or sub-transferee is prohibited from using the goods to develop any new intellectual property by the terms of the instrument wherein the last transfer is a transfer of goods at retail.
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